

**CABLE TV COMMITTEE MEETING MINUTES  
JANUARY 25, 2016**

The meeting was called to order by Chairperson Nystrom at 5:03 p.m. in Room 108 of City Hall Plaza.

**PRESENT:** Jim Daniels, Ed Gerl, Dean Markwardt, Don Nystrom and Alderperson Earll

**ALSO PRESENT:** Assistant Coordinator & Production Manager Breanna Speth, Brett Butler, Juanita Kummer, Kevin Kummer, John Beck, City Administrator Barg and Deputy Clerk Panzer

**EXCUSED:** Senen Siasoco

**PUBLIC COMMENTS**

City Administrator Barg spoke in regards to the VIDCOM contract discussion item that is on the agenda. VIDCOM will be entering into the third year of the contract as of April 1, 2016 of a three year agreement with a possible renewal. The question has come up again as it has in the past as to whether or not there would be other options and one of them being city employment. In other words, could the staff at the Cable TV Station actually become city employees? The concern that has been raised before about this idea has been largely financial. It is the idea of health insurance, dental insurance, life insurance, all of the overhead (the bennies that we provide to those individuals) and whether or not we can still stay within a reasonable budget to get the work done that needs to be accomplished keeping the Cable TV extension moving forward, including equipment replacement and still being able to keep within the franchise fees. He has discussed this a little bit with Jennifer Rachu, the new HR Manager/Assistant to the City Administrator. He will wait to hear from the Cable TV Chairperson afterwards as to what direction the Cable TV Committee wants to go.

City Administrator Barg left the meeting at 5:05 p.m.

Gerl mentioned that his neighborhood is still having problems with Charter yet. Some of the stations are not coming in.

Markwardt said he was having some problems for months with pixilation, loss of picture and freezing up and he had called Charter once before and they didn't resolve the problem, but they came back the beginning of last week and went to the box in his backyard and it was a signal strength issue. The signal strength was too powerful rather than too weak. All of the problems turned out to be external and he hasn't seen the problem since then.

Gerl was encouraged to call Charter and to ask for an agent.

Chairperson Nystrom pointed out that there have been no athletic events for the High Schools being broadcast and he would like to see that again because it attracts and retains cable customers. He would like to address this and have discussion on this in the future.

Chairperson Nystrom said he would like to see MCTV on Twitter.

Speth said they got Twitter to try it.

Chairperson Nystrom moved agenda item 8, Discuss VIDCOM's contract, up to agenda item 3 on the agenda, so Juanita Kummer and Kevin Kummer could leave to be with Dan.

## **DISCUSS VIDCOM'S CONTRACT**

Chairperson Nystrom explained that VIDCOM's contract with the City is good through March of next year. The contract states that it can be renewed on not less than (60) days notice for two additional two year terms. Juanita Kummer would like to renew the contract if it would be to the Cable TV Committee's advantage. The question is do we want to continue VIDCOM's operation beyond their contract, after March 31, 2017?

Concerns noted:

- Continuity of services.
- Retaining retention of VIDCOM's employees. VIDCOM's employees could leave at any time. Someone could come along and offer VIDCOM employees a better job with benefits.
- If Public Access services are put out for bids again, we could get other bidders with other jobs that have other priorities.

Juanita Kummer said Dan built something good and she doesn't want to see it lost. We have very good employees and she wants to make sure that they are well taken care of.

**CTV16-001** Motion by Earll, second by Gerl to inform VIDCOM, LLC that currently the Cable TV Committee is not planning on extending their contract beyond its current term.

**Motion carried**

## **CORRESPONDENCE**

Speth shared a letter that Dan Kummer received from Wisconsin Community Media. He will be inducted into the WCM Hall of Fame in April and they were able to expedite the process. Dan received this letter (see attached) and a plaque. Cable Access will be receiving a traveling plaque in May.

Speth also shared a newsletter from Wisconsin Community Media.

## **APPROVAL OF MEETING MINUTES**

Markwardt pointed out a typo on page one of the minutes. The word "plague" under the Public Access Coordinator's Report should be the word "plaque".

**CTV16-002** Motion by Gerl, second by Daniels to approve the minutes of the December 28, 2015 meeting as corrected.

**Motion carried**

## **PUBLIC ACCESS COORDINATOR'S REPORT**

The Public Access Coordinator's Report for January 2016 was reviewed. (See attached report.)

Speth mentioned that the Public Access website has been revamped to include an events page. It is still in the new stages.

Gerl mentioned that the audio for Christ Lutheran Church's program is poor.

Speth is working with Christ Lutheran Church to improve their audio quality.

**CTV16-003** Motion by Gerl, second by Markwardt to receive and place on file the Public Access Coordinator's Report.

**Motion carried**

#### **UPDATE ON STRATEGIC PLANNING ACTION ITEMS**

As noted in the Public Coordinator's Report.

#### **PROPOSAL FOR NEW CAMERAS**

A proposal for new cameras was reviewed and discussed.

**CTV16-004** Motion by Earll, second by Gerl to approve purchasing one Canon XA30 and two Panasonic AG-AC130A cameras and their accessories as presented at a cost of \$9,800.

**Motion carried**

#### **BILLS**

The bill query report was reviewed.

**CTV16-005** Motion by Markwardt, second by Earll to authorize payment of the following bills as presented:

Spectrum Business (12/26/15 to 01/25/16)	\$ 180.65
Spectrum Business (01/01/16 to 01/31/16)	229.73
Granicus (Invoice 72216)	600.00
Marshfield Utilities	7,822.56
Per Mar Security Services	393.12
Walmart	26.77
We Energies	12.55
Wisconsin Community Media (Invoices 161 & 169)	580.00
VIDCOM, LLC (Invoices 357, 360 & 362)	<u>8,160.00</u>

**Total \$18,005.38**

**Motion carried**

#### **FINANCIAL REPORT**

**CTV16-006** Motion by Markwardt, second by Gerl to receive and place on file the preliminary before-closing financial report for the period of January 1, 2015 through December 31, 2015.

**Motion carried**

Chairperson Nystrom asked Deputy Clerk Panzer to notify City Administrator Barg of the Cable TV Committee's action in regards to VIDCOM's contract discussion.

John Beck pointed out that yesterday was Immanuel Lutheran's 15<sup>th</sup> anniversary of broadcasting on MCTV.

#### **RECOMMENDED ITEMS FOR FUTURE AGENDAS**

- Increase Public Access Coordinator's wages per contractual agreement

John Beck pointed out that Immanuel Lutheran Church started showing a picture of their sign language person in the lower left corner of their church programs a year ago. He said he couldn't have done it without Dan's help. He thanked MCTV for their help with this process.

Next meeting is scheduled for February 22, 2016 at 5:00 p.m.

Motion by Gerl, second by Markwardt to adjourn at 6:22 p.m.

**Motion carried**

Lori A. Panzer  
Deputy City Clerk

# WISCONSIN COMMUNITY



www.wisconsincommunitymedia.com

*Supporting community expression through media since 1998.*

## **WCM Hall of Fame Inductees**

2008 Wade Britzius, Trempealeau County Community Television  
2009 Judi Kneece, Janesville JATV  
2010 Jon Urben, Oshkosh Community Media  
2011 Pam Steitz, Sun Prairie Kids-4  
2012 John Jordan, Wausau Area Access Channels  
2013 Mary Shanahan-Spanic, West Allis Community Media Center  
2014 Connie Darling, Fitchburg FACTv  
2015 Mick Givens, Rice Lake Television

## **Board of Directors**

### *Officers*

Alan Lockett  
President  
Whitewater Community  
Television

Ryan VanLanduyt  
Vice-President  
Rice Lake Television

John Kelly  
Secretary  
Trempealeau County  
Community Television

Deb Brunett  
Treasurer  
Merrill Productions

### *Directors*

Gary Kaiser  
Plymouth Community  
Television

Galen Lingl  
City of Mauston Channel 6

Jill Nadeau  
Watertown Television

Andy Radig  
Oshkosh Community Media

Eric Redding  
McFarland Community  
Television

Jeff Robbins  
Sun Prairie Media Center

Breanna Speth  
Marshfield Community TV

*Executive Director*  
Mary Cardona

(608) 215-5594  
exec@  
wisconsincommunitymedia.com

December 21, 2015

Mr. Dan Kummer  
9532 S. Washington Avenue  
Marshfield, WI 54449

Dear Dan,

I have the great pleasure to inform you that you have been chosen by the WCM Board of Directors to be the 2016 inductee into the WCM Hall of Fame! Each year, WCM recognizes and inducts one community media professional who has shown great leadership and devotion to the mission of public, education, and government access television -- "empowering people to create media for human purposes." Your nearly 25 years of leadership and devotion to the cause of access is one to be proud of and one WCM is very pleased to recognize.

Through the years, we all have come to rely on your steadfast support, encouraging words, and professionalism as the Director of Marshfield Community Television. The WCM organization got to know you best as a long-time member of the WCM Board. You were appointed to the WCM Board in February, 2005 and served until November, 2009; then in January 2011 you returned and served until May of 2013. We have missed you since you stepped down due to your health.

You were a "natural" as the Membership Chair because you like connecting and being in touch with others. You've been helpful to so many people, providing indispensable advice to PEG access newcomers like Tom Loucks at River Cities Community Access. In a letter to WCM, Tom said, "Dan invited me to the Marshfield station and from that moment, he took me under his wing. I am very grateful for the assistance he has given me over the past five years, which has led us to a great friendship." You've also mentored and encouraged your young staff like Breanna Speth into becoming fine, active, community-minded professionals in their own right.

You have set an example of "action" over and over again. In 2011, you shepherded the passage of a city resolution in favor of the federal Community

Access Preservation Act. In 2012 you hosted and helped organize the two-day Spring Conference. In 2013 you stepped up again, hosting WCM's annual workshop at MCTV. In seven out of the last ten years you've mobilized a team to judge video fest entries.

Under your stewardship, Marshfield Community Television has taken the initiative to invite political leaders from the local, state, and federal levels to the MCTV studio and set a wonderful example for access centers all over the state. MCTV has interviewed State Reps. Bob Kulp and John Spiros, Congressman Sean Duffy, Lt. Governor Rebecca Kleefisch, and even Governor Scott Walker. Marshfield Community Television also elevates civic discussion with the program, "Get to Know the Candidate," bringing candidates before the cameras every election cycle.

For your far-reaching and long-lasting impact in bringing people together in your role as a community television director and as an active member of WCM, the WCM Board is very proud to give you this award. We would like to present the Hall of Fame award to you at our 2016 Spring Conference in Madison, Wisconsin during the Best of the Midwest Media Fest Banquet and Show. The event is being held at the Sheraton Hotel on Thursday, April 28. You (or someone you designate) and a guest are invited to the Exhibitors Reception at 5:30 pm, the Banquet at 6:30 pm and the Show afterward.

Due to your health, WCM is having your award sent to your home. Besides this memento, your name on a brass plate will be added to the traveling plaque recognizing our Hall of Fame members. This plaque will be installed at Marshfield Community Television after the Spring Conference and remain there for the next year.

As a member of the WCM Hall of Fame, you will also become an Emeritus Member of WCM. Emeritus members are experienced and talented community media professionals, who have left the field after an extended professional career. Emeritus members have all the rights of station members; they have a vote in elections and at the annual meeting and are eligible to serve on committees and the Board.

Everyone here at WCM could also have written as Tom wrote, "Dan is a very kind person, which this world needs more of. Thank you Dan, for all you have done for me." Thank you for all you have done for all of us. Our thoughts and prayers are with you.

Sincerely,

A handwritten signature in cursive script that reads "Mary Cardona". The signature is written in black ink on a light-colored background.

Mary Cardona  
Executive Director

cc: WCM members

# Public Access Coordinator's Report

Cable TV Committee Meeting 01/25/16

## **New Shows, January 15, 2016 (Since 12/15/15): for MCTV 98**

- Chat with the Chief- PD Rick Gramza 12/22/15
- 2015 Piecemaker's Quilt Show (John Beck)
- Marshfield Curling Championship
- Christ Lutheran Church Children's Christmas Program
- Madison Elementary Holiday Concert Grades 5 & 6 (filmed by Susan Speth)
- Tiger TV "Smart Moves" program
- Lucille Tack Center for the Arts program
- Marshfield Senior Craft Shoppe Featurette
- Clyde Wynia Fun d' Arts Program for New Visions Gallery
- Marshfield Young Professionals "Why Marshfield?"
- Library & Community Center Update 1/11/16
- Chat with the Fire Chief – 1/11/16
- New Visions Gallery- Rebecca Korth: Still Life in Oils
- Free Tax Preparation Assistance program
- Insight: Ask the Mayor 1/15/16
- "The Art of Marriage" PSA

## **Channel 991 Meetings**

- Common Council
- Public Works
- Finance, Budget, Personnel
- City Plan Commission
- Parks, Recreation, & Forestry Committee
- Marshfield Utilities Commission
- Judiciary & License Commission
- Police & Fire Commission
- Marshfield School Board (METV 990)
- Council Preview (biweekly)

## **John Beck**

- Immanuel Lutheran Worship Service (weekly)

## **Dana Speth**

- Christ Lutheran Church Worship Service (Weekly)

## **River Cities Community Access**

- MSTC Board of Directors Dec 2015
- Wood County Board of Supervisors Meeting – Dec 2015

## **Other**

- LaCrosse Catholic Diocese Mass
- Music & the Spoken Word

## ***Personnel***

Dan Kummer has been out on medical leave since March 25, 2014. Breanna Speth has performed management duties in his absence. There has been no interruption of PEG services during this time period.

Breanna Speth continues in her role as Assistant Coordinator, and she also continues in her role as "Production Manager," overseeing all stages of show development.

Brett Butler continues to oversee directing, graphics creation, and scheduling at MGTV, as well as assisting with studio shoots and on-site filming at MCTV.

Stephanie Wienke continues in her position as full time administrative assistant/PR representative.

## **Publicity/Updates**

### ***Social Media Update - FACEBOOK***

As of January 15, we have 303 Likes on Facebook. (Up from 292 on December 14.)

Our most popular post during the period from December 14- January 15 was the Lincoln Elementary School Holiday Concert, reaching 1,600 people. Other popular posts include Christ Lutheran Church Christmas Program at 762 reaches and the Library Update at 298 reaches.

### ***YouTube Channel Update***

38 Subscribers, 11,136 Views (as of 1/15/16 at 3:30pm) (Up from last month's 33 subscribers • 9,368 views)

A snapshot of some recent popular programs:

Christ Lutheran Christmas Program (99 views)

Lincoln Elementary School Concert (118 views)

### ***Google Analytics (Online Activity)***

The full report is included in the attachments. We continue to expand in website hits, video views, and subscribers.

### ***WCM Update***

Judging for the WCM "Best of the Midwest" Mediafest will take place next month. If you are interested in being a judge, please let Breanna know. Breanna attended a WCM Board meeting on Wednesday, January 13. Topics of discussion included the upcoming conference and winter newsletter.

### ***MediaFire***

Wisconsin Community Media has an online videosharing account with MediaFire. Member stations from around the state can upload programs that they think other parts of the state might find relevant and interesting. We uploaded a couple of new programs:

Cooking with Ruth Ep. 71

Cooking with Ruth Ep. 72

*Other past programs we have uploaded are still being downloaded:*

Depression & Suicide Episode 1

PSA for Depression & Suicide Series

Jurustic Park Tour

WI Budget Update

Cooking with Ruth Ep. 68

Rotary Lights 2015

Rotary Winter Wonderland Studio Program

Madrigal Singers

Insight: Alice in Dairyland

Cooking with Ruth Ep. 69

Cooking with Ruth Ep. 70

### ***Fiber/Phones***

No updates this month. We continue to be happy with the phone setup and are eager to complete the transition with the computers. We are waiting on IT to direct us as to the next step in making this happen.

### ***MGTV Update***

We updated all of the community calendar/bulletin board slides that air between programs on the station. They have a fresh new look for 2016.

### ***Finances***

Keith Strey outlined the equipment purchase process for us:

1. Confirm that the Cable TV fund has sufficient fund balance once the initial December 2015 financial statements are out (expected to be released early to mid-week next week)

2. Have the Cable TV Committee approve moving forward with these purchases in a motion documented in meeting minutes and work with the Finance Director to seek the necessary resolution approvals with the Finance, Budget & Personnel Committee and Common Council.
3. Work with me to prepare the appropriate documentation to present to Finance, Budget & Personnel and Common Council on the budget resolution.
4. Then, assuming the approvals in steps 2 & 3 happen, then you and your team can move forward with these purchases. Without the approvals in steps 2 & 3, authorization to move forward with these purchases is not in place to make them.

### ***Imagine Marshfield 2040***

As of this report, Breanna and Brett will attend this meeting on January 16 (we will not film because it will be more of a discussion than a program. Also, we will be filming a studio program with City Planner Josh Miller about what was discussed.). It is the first step in developing the City's next Comprehensive Plan.

**Imagine Marshfield 2040**

Help shape the vision and future of the City of Marshfield! The City is in the early stages of updating the Comprehensive Plan – the document that guides the community's vision, identifies areas of growth, and provides the general direction for the City over the next 20 years.

This opportunity doesn't happen often, so if you have a vision you'd like to share with public officials and be involved in the planning process, please join us for a Town Hall style kickoff meeting. The purpose of the meeting will be to identify planning issues and opportunities in the community and develop a working vision for the planning process. Join us for the opportunity to be involved in the planning process.

**Saturday, January 16, 2016**

**Begins at 9:00am**  
Last 2-3 hours - ending by noon at the latest.

**Wildwood Station Pavilion**  
1800 S Rodds Ave  
RSVP appointment letter required

**RSVP and/or comments can be sent to:**  
Josh Miller  
josh.miller@ci.marshfield.nh.us  
719-486-3379

### ***FEMA Training***

Fire & Rescue Chief Bob Haight talked with Breanna and Brett about assisting with Emergency Preparedness in the City of Marshfield. He recommended taking two free courses through FEMA that would certify:

<https://training.fema.gov/is/courseoverview.aspx?code=IS-100.sca>

<https://training.fema.gov/is/courseoverview.aspx?code=IS-200.b>

We plan to take these courses.

### ***Marshfield Young Professionals Video***

We developed a video with MACCI's Karen Isaacson to promote Marshfield to the Young Professional. The video is airing on the channel, embedded on the MACCI YP webpage, and will be used by employers to help recruit YP's to their company.

### ***Wildwood Zoo***

We helped Wildwood Zoo with recording their new closing announcements for their PA.

### ***MACCI Annual Meeting Video***

We are currently working with MACCI on their annual meeting video, as we do every year. The video will be shown at their meeting on January 27.

**New Community Producer**

Heidi Goblirsch from Big Brothers/Big Sisters

**Correspondence/Publicity**

- Our videos were shared on the Rotary Winter Wonderland Website
- Dan Kummer received a letter from the WCM acknowledging his admission into the WCM Hall of Fame
- Our MYP video is being featuring on the MACCI website

# **Strategic Planning Action Item Updates – Nothing new**

## ***Branding/Marketing***

- Flyer & Brochure is completed: In order to print, will need to budget for this in 2016

## ***Technology***

- Replacement Program is in progress.

## ***Financial Management***

- Reserve Balance: Still at \$90,000

## ***Communications***

- Promo Video: This is completed and is airing/being promoted.

## ***Human Resources***

- Organizational change: Have discussion with Vidcom on future plans (start by late spring/early summer)